

**A RESOLUTION**

**BY TRANSPORTATION COMMITTEE**

**01- R-0925**

**A RESOLUTION TO AUTHORIZE THE MAYOR TO EXECUTE AN AMENDMENT NO. 1 TO CONTRACT FC 7076-99 WITH AIRPORT INTERVIEWING & RESEARCH (AIR) FOR PASSENGER TERMINAL SURVEYS, WHICH SHALL INCREASE THE SURVEY SAMPLE SIZE TO 3,500 PER WAVE AND INCREASE THE COMPENSATION TO AIR TO \$65,000.00 PER WAVE, WITH THE COST TO THE CITY NOT TO EXCEED \$260,000.00 PER YEAR TO BE CHARGED TO AND PAID FROM FUND ACCOUNT CENTER NO. 2H01 524001 R13001; AND FOR OTHER PURPOSES.**

**WHEREAS**, the City has heretofore entered into Contract FC 7076-99 with Airport Interviewing & Research (AIR) to conduct Passenger Terminal Surveys in four waves per year, using a survey sample size of 1,400 persons each calendar quarter, with compensation to AIR in the amount of \$40,000.00 per wave; and

**WHEREAS**, in order to improve the reliability of the information amongst distinct groups of passengers (such as domestic versus international, originating & departing versus connecting, arriving versus departing, business versus leisure travelers, utilization of various concourses, etc.) the number of persons interviewed or the survey sample size must be increased from 1,400 to 3,500 per wave, for a new total of 14,000 persons interviewed per year; and

**WHEREAS**, it is further necessary and reasonable to increase the compensation to the contractor commensurately with the increased workload, and to amend the said Contract accordingly, all as hereinafter set forth.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA**, that the Mayor be and hereby is authorized to execute on behalf of the City of Atlanta an Amendment No. 1 to said Contract FC 7076-99, with Airport Interviewing & Research (AIR), for Passenger Terminal Surveys, which shall provide for (i) an expansion of the scope of work from 1,400 persons per survey wave to 3,500 persons per survey wave, and (ii) an increase in the compensation to AIR from \$40,000.00 to \$65,000.00 per wave, for a new total cost to the City not to exceed \$260,000.00 per year, with the cost to the City to be paid from Fund Account Center No. 2H01 524001 R13001.

**BE IT FURTHER RESOLVED** that the City Attorney be and hereby is directed to prepare said Amendment No. 1 for execution by the Mayor, to be approved as to form by the City Attorney.

**BE IT FINALLY RESOLVED** that said Amendment No. 1 shall not become binding upon the City, and the City shall not incur any obligation or liability thereunder until the same has been signed by the Mayor and delivered to AIR.



**Hartsfield Atlanta International Airport**

CITY OF ATLANTA  
BUREAU OF PURCHASING

2001 JUN 14 PM 2:13

**Bill Campbell**  
Mayor  
City of Atlanta

**Benjamin R. DeCosta**  
Aviation General Manager

**MEMORANDUM**

TO: Felicia Strong-Whitaker, Director  
Bureau of Purchasing and Real Estate

FROM: Ben DeCosta, Aviation General Manager

DATE: June 14, 2001 *BD*

SUBJECT: Cost Increase for Passenger Terminal Survey

The current contract with Airport Interviewing & Research (AIR) provides for \$40,000 per wave. The change in scope is necessary to improve the quality of the information gathered for distinct groups of passengers (for example, domestic versus international passengers; O&D versus connecting travelers; arriving versus departing passengers, business versus leisure travelers; passengers utilizing one concourse that is distinctly different from another). Greater quality in the data gathered will permit the airport to more accurately identify problems and problem areas and make improvements to best serve its customers. The expanded scope will require an increase of \$15,000 for a total of \$65,000 per wave.

The original scope of services:

1. Annually, the survey consists of three waves, each consisting of 1,400 interviews that include departing, but no arriving, passengers.
2. Interviewers provide passengers with a questionnaire who then self-administer the completion of the questionnaire.
3. Survey results are reported as a single airport segment.
4. Open-ended questions limited to customer demographics.
5. The cost per wave was negotiated at \$40,000 with a total not to exceed \$120,000 annually.



City of Atlanta • Department of Aviation

P. O. Box 20509 • Atlanta, Georgia USA 30320 • Tel: (404) 530-6800 • Fax: (404) 530-6803

**Felicia Strong-Whitaker, Director**  
**June 14, 2001**  
**Page Two**

**The new scope:**

- 1. Each quarterly wave will include 3,500 passengers - 2,500 departing and 1,000 arriving, and further segmented by concourses and groups of like-concourses.**
- 2. Interviews conducted with departing passengers are self-administered; those with arriving passengers are administered by the interviewer.**
- 3. Survey results are reported by multiple segments to include by concourses and groups of concourses, departing versus arriving passengers, international versus domestic travelers, origin and destination versus connecting flyers.**
- 4. Open-ended questions extended to include provision for passengers to site any dissatisfaction.**
- 5. The cost per wave to be \$65,000 with a total not to exceed \$260,000 annually.**

**These changes in scope have impacted the workload to the contractor to include the following:**

- 1. A new questionnaire design, new sampling plan, and increased on-site supervision of interviewers.**
- 2. An increase in questionnaires to be edited and collected, and sample quotas to be monitored.**
- 3. An increase in the number of passengers to be interviewed which subsequently extends the number of days it takes to complete the interviewing process.**
- 4. An increase in the number of interviewers from 6 to 12, and the number days required for interviewing from 10 to 22. Additionally, more costly interviewers are needed for Arrivals interviewing which is interviewer administered.**

Felicia Strong-Whitaker, Director  
June 14, 2001  
Page Three

5. An increase in data coding hours has resulted from the addition of 4 open-ended questions (similar to Newark questionnaire) to each questionnaire, which equals 15,000 questions to be pre-coded and coded.
6. An additional 10 hours of typing, production and computer time that is required for additional plans, instructions, and forms.
7. An increase in relating cost of travel, printing and shipping.

The increase is provided below:

<u>Category</u>	<u>Hourly Rate</u>	<u>Original Estimated Hours/Wave</u>	<u>Newly Estimated Hours/Wave</u>	<u>Amount</u>
Principal/ Project Mgr.	\$225/Hour	20 Hours/Wave	30 Hours/Wave	\$ 6,750
Asst. Project Mgr.	\$175/Hour	40 Hours/Wave	50 Hours/Wave	\$ 8,750
On-site Supervisors	\$ 50/Hour	144 Hours/Wave	160 Hours/Wave	\$ 8,000
Interviewers	\$ 35/Hour	750 Hours/Wave	900 Hours/Wave	\$31,500
Data Coding & Entry	\$ 40/Hour	50 Hours/Wave	70 Hours/Wave	\$ 2,800
Admin/ Prod. Staff	\$ 50/Hour	40 Hours/Wave	50 Hours/Wave	\$ 2,500
Miscellaneous expensed including travel, printing, shipping, and related cost				\$ 4,700
Total Cost				<u>\$65,000/wave</u>

BD/aw

**TRANSMITTAL FORM FOR LEGISLATION**

**To Mayor's Office:** Greg Pridgeon

**General Manager's Signature:** \_\_\_\_\_

**From: Originating Department:** Aviation

**Contact Person:** Miguel Southwell (404-209-1700)

**Committee of Purview:** Transportation

**Committee Deadline:** 6/01/01

**Committee Meeting:** 6/13/01

**Council Meeting:** 6/18/01

**CAPTION:**

**A RESOLUTION TO AUTHORIZE THE MAYOR TO EXECUTE AN AMENDMENT NO. 1 TO CONTRACT FC 7076-99 WITH AIRPORT INTERVIEWING & RESEARCH (AIR) FOR PASSENGER TERMINAL SURVEYS, WHICH SHALL INCREASE THE SURVEY SAMPLE SIZE TO 3,500 PER WAVE AND INCREASE THE COMPENSATION TO AIR TO \$65,000.00 PER WAVE, WITH THE COST TO THE CITY NOT TO EXCEED \$260,000.00 PER YEAR TO BE CHARGED TO AND PAID FROM FUND ACCOUNT CENTER NO. 2H01 524001 R13001; AND FOR OTHER PURPOSES.**

**BACKGROUND/DISCUSSION:**

The proposed changes to the contract with AIR for passenger terminal surveys are needed to ensure reliability of the information collected. An increase in the sample size, from 1,400 persons to 3,500 persons per survey wave is necessary because of the increase in passengers, both domestic and international, using the terminal building. The increase in cost results from the greater workload imposed on AIR and its MBE subcontractor in the form of additional hours required to complete and process each quarterly survey. Reliability of the data is vital to correctly identify deficiencies in facilities and services and take appropriate action in a timely manner. The survey sample will increase by 150%, while the cost to the City will increase by 117% for a financial impact of \$100,000.00 per year. The new rates and fees were negotiated with AIR by the same team that negotiated the original rates and fees during the RFP process that led to the selection of AIR to do the surveys.

**FINANCIAL IMPACT:** \$100,000.00 per annum.

**SOURCE:** Airport Revenue Fund

Availability of funds and Fund Account Center number verified by Financial Analyst, Tracy Curry.

**Mayor's Staff Only:**

Received by Mayor's Office: \_\_\_\_\_

(Date)

Reviewed: \_\_\_\_\_

(Initials)

(Date)

Submitted to Council: \_\_\_\_\_

Action by Committee: ☐ Approved ☐ Adversed ☐ Held ☐ Amended  
☐ Substituted ☐ Referred ☐ Other